**3.02 Principles of Good Webpage Design Guidelines**

| **Topic** | **Design Guidelines** |
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| **Webpage Design vs Print Document Design** | * Use clear titles to capture the reader’s attention. * Include a title in the <head> section in case viewers bookmark your page. * Place a link to the “home” URL on at least the main pages of the site. * Provides connection back to where a page originated. |
| **Overall Page Layout** | * Place the most important items or information near the top! * Be consistent in all design elements used on all pages —fonts, colors, graphic size and location, alignment, and backgrounds. * Use white space to divide the page into “chunks” of information that readers can quickly scan. |
| **Home/Index Page** | * Creates positive first impression of site * Communicates purpose of the website * Place the company’s logo on the page and use it in a consistent location throughout the website. * Include navigational links or menus. * Limit to one screen of information. * Limit amount of prose text on home page. * Show all major options on home page. Enable access to home page from any other page on the website. * Announce changes to the website on home page. |
| **Cascading Style Sheets** | * Help ensure consistency throughout the website. * Increase editing speed   + Change settings of the style once to update all documents using that style   + Similar to styles in word processor |
| **Intent of the site and Target audience** | * Consider the intent of the site and the target audience when selecting:   + Typefaces   + Size   + Alignment   + Line length   + Paragraphs   + Type as a graphic |
| **Text—Typefaces** | * Use typefaces designed for on-screen viewing * Sans serif typefaces are easier to read on computer screens. * Use “font-family” property in styles to specify typeface. |
| **Text—Size** | * Display resolutions and operating systems vary.   + 12 point on one machine may display as 14 point on another. * Windows web browsers typically display type that is 2 to 3 points larger than a Macintosh. |
| **Text—Alignment** | * Left justified text is the most legible option for webpages. |
| **Text—Paragraphs** | * Use indents or a blank line to indicate a new paragraph.   + Use paragraph tag <p> in html to leave a blank line.   + Use non-breaking spaces (&nbsp) to indent. |
| **Text Issues—General Guidelines** | * Use initial caps for headlines and headings. * Use sentence case for body text.   + All caps are difficult to read. * Use *italics* to stress foreign words or phrases or to list book and periodical titles. * Use **bold** to emphasize headings.   + Don’t overuse a—it will lose the effect of adding emphasis. * Do ***not*** use underlining—it implies a hyperlink. * Use contrasting colors for background and text. * Indicate to users when a link will move them to a page on a different website.   + Add URL below the link   + Add an exit disclaimer   + Add an interim page warning the user that they are leaving your site and requiring them to click an additional link to leave your site. |
| **Text as a Graphic** | * Use for banners and navigational graphics. * Avoid using text as a graphic for headings, subheadings and body text in case the graphic does not load properly on the viewer’s browser. |
| **Headings and Titles** | * Use headings that are unique from one another, descriptive and relate to the content they introduce. * Use headings in the appropriate HTML order.   + Helps users get a sense of hierarchy of information on the page   + Also helps users of assistive technologies understand the level of importance of information * Use a descriptive, unique, concise, and meaningful title for each webpage in the website.   + Titles display in the browser’s title bar.   + Titles are used by search engines to identify pages and are listed on the results page. |
| **Lists** | * Display a series of related items in a list. * Provide a descriptive heading for the list. * Make lists easy to scan and understand   + Use meaningful labels, effective colors, borders, and white space   + Capitalize first letter and first word in lists. * Bullets/Unordered List <ul> for items of equal status or value   + Place important or most commonly used items at top. * Numbered/Ordered List <ol> for items where a particular order exists   + Organize alphabetically or numerically.   + Start numbered items at 1 rather than 0. |
| **Graphics on the Web** | * Use video, animation, and audio only when they help convey or support the website’s content. * Place the organization’s logo in a consistent place on every page. * Use images that add value and increase the clarity of the information on the site. |
| **Multimedia—**  **Overall Considerations** | * + Provide controls so that users can stop, start, play, and adjust volume.   + Be aware that embedded media can make total page file size very large and slow the download process.   + Use object or embedded tags to include multimedia elements in page.   + Use anchor tags and href attributes to link to video.   + Use combinations of anchor and image tags to link to video. |
| **Multimedia—Tags** | * + Use object or embed tags to include multimedia elements in page.   + Use anchor tags and href attributes to link to video.   + Use combinations of anchor and image tags to link to video.   + Also consider the including: * Audio * Slide shows * Animation * Video |
| **Multimedia—Audio** | * Effective, low bandwidth way to enhance content. * File sizes are smaller than video. * Do not use as much bandwidth as video. |
| **Multimedia—Slide Shows** | * Use when image quality is a top priority. * Uses a smaller file size than most video so storage and bandwidth are optimized. * Combine with audio for additional emphasis. |
| **Multimedia—Animation** | * GIF format   + Doesn’t require special plug-in   + Has no interface control. * Flash becoming dominant animation format. |
| **Multimedia—Video** | * Use video sparingly, video files tend to be large. * They slow the download speed of the webpage. |
| **Writing Web Content** | * Define acronyms and abbreviations. * Use abbreviations sparingly and avoid jargon. * Make first sentences descriptive. * Use active voice. * Minimize the number of words in sentences and the number of sentences in paragraphs. |
| **Accessibility Issues** | * Provide text equivalent for non-text elements. * Ensure that all information conveyed in color is also available without color. * Provide text only pages that are useful for screen readers. * Do not require style sheets. |

**3.02 What’s Wrong With the Design?**

**Directions:** Visit the following websites and/or pages. Identify problems in design.

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|  | **Webpage** | **Design Problems** |
| **1.** | <http://www.alternativetransportservices.co.uk/> |  |
| **2.** | <http://www.tracyskarate.com/> |  |
| **3.** | <http://www.freemap.com/> |  |
| **4.** | <http://www.disabilityresources.org/> |  |

Find another website with bad design features. Give the URL and list the problems with the design.